

FEELS SIGNIFICANT

There is no denying that customers can feel the difference with platinum. Let it tell the story of substance, quality and permanence – qualities with which your bridal customers can definitely identify with.



PLATINUM WEDDING BANDS

Feel the platinum difference
with the platinum drop test.

Always let your customers feel the difference between platinum and other metals.

- One of the densest of precious metals, platinum is 60% heavier than 14K gold and 40% heavier than 18K gold.
- Compared to other metals, platinum jewelry feels distinctly different when you hold it in your hand.
- A six-inch cube of platinum weighs 165 pounds.

*tips to sell platinum YOU COULD SAY:
Platinum's high density is the reason for its distinctive weight, durability and strength.
It not only looks beautiful, you can feel it is of the finest quality.